



**Wakefern Food Corporation
WORTH Display Program
June 1994**

Program Dates June-December, 1994

Program Details Monthly payment of \$ 40 per store for the ongoing display of forty (40) cartons of WORTH Cigarettes on a special floor display during Program Period.

Brand Styles Includes all Brand Styles currently stocked and sold exclusively by Shop Rite in all Shop Rite trading areas.

Payment Method Payment made monthly by check with two pay options:

- ① Directly to Member store or Group.
- ② Directly to Wakefern (for distribution to Members)

Display All displays and point of sale material furnished and maintained by RJR Field Sales.

Implementation (recommendation)

- ① Presentation and approval by Committee.
- ② Provide list of approved stores to RJR.
- ③ Distribution of WORTH Product for displays (40 cartons per store).
- ④ RJR Field Sales contacts stores, places displays and POS.
- ⑤ First monthly check generated for June.

Special Note: All stores participating during the entire Program Period June-December 1994 will receive a one month bonus of \$ 40 payable in January 1995.

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MESSAGE CONFIRMATION

DATE:05/20/94 TIME:09:00

ID:RJRT NY REGION 1

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
05/20	08:59	00'48"	5218686	G3-S	002	OK

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Date 5/20/94

To Jeff Reagan Fax # 521-8686

Company Wakefern Food Corporation

Subject WORTH Floor Display Program

Number of Pages 2 (including cover page)

If possible, please present this Program next week to Committee.

If you have any questions, please call me.

Nick Kuruc

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